

Maryland Department of Housing and Community Development Sponsorship Policy

Statement of Policy

The Maryland Department of Housing and Community Development (The “Department”) accepts requests for sponsorship subject to the following guidelines:

1. The department will consider opportunities that support our mission of improving the quality of life in Maryland by working to revitalize communities and expanding homeownership and affordable housing opportunities.
2. The department will consider sponsoring activities, events, and programs that will significantly educate the public about homeownership, community development, small business development, and neighborhood revitalization.
3. The department will not agree to sponsorships that reflect in a negative manner on the department, administration, or state, do not align with our mission, or are not in the best interest of the health and safety of the department and/or its employees as determined by the Secretary of Housing and Community Development.
4. Providing sponsorship implies that the department agrees with the principles of the entity it plans to support. Therefore, the sponsorship opportunity must be consistent with government policies, such as being non-discriminatory, and should provide access for every individual in the community regardless of age, race, religion, disability or sexual preference.

Purpose of Policy

The department receives numerous requests for sponsorship, and has established guidelines to ensure that we make the best sponsorship decisions for Maryland’s communities and the department. As a cabinet-level state agency, the department aims to make anyone seeking access to housing, small business assistance or programs geared toward strengthening and revitalizing communities aware of available state resources to assist with their efforts. Thus, we are committed to sponsoring a cross-section of interests throughout Maryland to make the resource information available.

Definition

For the purposes of this policy, “sponsorship” is a mutually beneficial business relationship between the department and another entity, whereby the department contributes funds,

materials, or services in return for recognition, acknowledgement or other promotional consideration.

Sponsorship benefits are more than the display of the department's name and logo. Sponsorship benefits could include a range of marketing opportunities, including but not limited to such things as media releases, grand openings, award presentations, inclusion in newsletters, displays and exhibitions which publicize the housing industry and other objectives related to the department's mission.

Procedures

The department adheres to this policy when evaluating, responding to, and approving sponsorship requests. The department carefully considers all sponsorship requests to ensure they meet our business, community education, and marketing goals. Arrangements that offer the potential for maximum exposure for the department's programs and long-term benefit for Maryland's residents are preferred. We welcome the chance to explore sponsorships with past partners and key community targets, but also seek sponsorships that present the department with unique or special outreach opportunities.

If your organization is interested in approaching the department for sponsorship, please visit www.dhcd@maryland.gov.

Return and Cancellation Policy

If for any reason an event is canceled **ALL** sponsorship funds must be returned to the department within 5-business days. This return and cancellation policy is part of, and incorporated within, The Maryland Department of Housing and Community Development ("The Department") sponsorship policy. As a condition of receiving and using these funds, you expressly acknowledge that you have read and understand this Return and Cancellation Policy and you agree to be bound by its terms and conditions; including any legal action that may be required for violation of said policy.

Approvals

All sponsorship arrangements must be approved and endorsed by the Office of the Secretary designee and the Director of Community Outreach. Sponsored organizations must agree to send an original copy of all materials created under the sponsorship agreement bearing the department's logo; name or image to the department 14-days after the sponsorship has ended.

Please send the above reference materials to:

**Maryland Department of Housing and Community Development
7800 Harkins Road
Lanham, Maryland 20706
Attn: Office of Community Engagement**

Responsible Manager: Director of Community Outreach
Approved By: **Secretary of Housing and Community Development**
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